



Town Profile Summary – Wednesbury Town

Focus Points

Demography

- Between 2011 and 2021 the population grew by 9.3%, compared with 11% in Sandwell overall.
- Differs to Sandwell among older age groups, with a slightly greater proportion of those aged 50+ and a slightly smaller proportion of those aged 20-44.
- Highest proportions of White British population and a large proportion of Bangladeshi population in Wednesbury North, all other ethnic groups are lower than Sandwell average.

Economic

- 1 in 4 households has been identified as fuel poor.
- Over 1 in 4 households are thought to have Income Deprivation Affecting Children, and over 1 in 4 are thought to have Income Deprivation Affecting Older People.
- The percentage of housing which is owner-occupied is similar to the Sandwell average at 53%.
- The proportion socially renting is slightly higher than the Sandwell average at 31.1% vs 26.6%. This is exceptionally high in Friar Park (37%) bringing the Wednesbury average up and bringing the privately rented average down.
- 43.5% of residents aged 16+ are economically inactive, which is slightly higher than the Sandwell average of 41.7%, with 7.1% having a long-term illness or disability which is higher than the Sandwell average of 5.8%. Wednesbury North and Friar Park have the highest proportions at 7.4% and 7.1%.
- Joint highest residents (with Tipton) aged 16 and over have no formal qualifications (including no GCSEs) at 32% compared to a Sandwell average of 29%. Friar Park and Wednesbury South are the highest wards at 33% and 32%.
- For a small town of 41,000 people there are 18 gambling premises licences or permits in Wednesbury.
- Households with English as main language was above average compared to Sandwell at 86.6% vs 80.8%.

Health

- Life expectancy is lower than both the Sandwell and England averages for men and for women.
- The rate of deaths from respiratory disease is greater than for coronary heart disease or circulatory disease, which is different from other towns in Sandwell, although the most common cause of emergency hospital admission in Wednesbury was COPD (197.6).
- 76.8% of residents said their health was good or very good compared to the Sandwell average of 79.1%. 10.1% of residents said health conditions or illnesses limited their abilities to carry out day to day activities a lot compared to a Sandwell average of 8.7%. These are the highest rates in Sandwell, with Friar Park and Wednesbury North the joint highest wards at 10.4% and Wednesbury South at 9.9%.



- 10.2% of Wednesbury residents provide unpaid care (3,964 individuals) compared to the Sandwell average of 9.3%, with Friar Park being the borough's second highest ward at 10.5%. Providing more than 50hrs care was also higher than average at 3.8% compared to 3.2% across Sandwell, with Friar Park at 4.2%.
- There are substantially more deliveries to teenage mothers than in Sandwell overall as a proportion of all deliveries, and lower birth weight babies.
- 49% of Year 6 children are estimated to be overweight or obese, which is greater than the proportion in Sandwell overall.
- There appear to be a higher number of emergency admissions for injuries in children under 5 years old than the Sandwell average.
- Of all the towns, residents from Wednesbury were most likely to say that the greatest barrier to accessing healthcare was because they could not get a doctor's appointment.

Environment

- Wednesbury residents reported the greatest satisfaction with their local area but were least likely to say that they had 'as much as they wanted, or adequate' social contact.
- Only 69% (lowest of all towns) said that they agreed that their local area was a place where people from different ethnic backgrounds got on well together. 29% (highest of all towns) disagreed that people in their local area pulled together to improve the local area.
- Of all the towns, respondents from Wednesbury said that groups hanging around the streets was a problem in their local area when asked about antisocial behaviour.

Social

- 21% of residents from Wednesbury said that they 'often, always or some of the time' felt lonely (second only to Tipton) and they were least likely to say that they had as much as they wanted, or adequate social contact.



Demography

- Wednesbury town is in the north of Sandwell, and has a population of around 41,000 in 2021, there was a lower rate of growth (9.3%) between 2011 and 2021 (Sandwell 11.0%) (Census data).
- The age structure of Wednesbury town is similar to Sandwell for those aged 0-19, but differs in older age groups, with a slightly greater proportion of those aged 50+ and a slightly smaller proportion of those aged 20-44 (Census data).
- 66.7% of the Wednesbury population are White British compared to a Sandwell average of 52.0%, Friar park is the 2nd highest ward in Sandwell (78.1%) and Wednesbury North (69.6% - 6th highest)
- There is a much lower Pakistani population at 1.4% vs 6.5% Sandwell average, but a 4.8% Bangladeshi population compared to a Sandwell average of 3.2%. This population is mainly focussed in Wednesbury North (at 11%), with Friar Park and Wednesbury South both below average at 1.1% and 2.5%. Black or Black British groups (5.5%) are much lower than the Sandwell average (8.7%) (all Census data).

Economic

- In Wednesbury town 75.0% of the LSOA's are in the 20% most deprived LSOAs in England (Sandwell, 60.2%) (English Indices of Deprivation 2019, DCLG), and 23.9% of households have been identified as being fuel poor in Wednesbury compared to Sandwell (20.8%) and England (13.2%) (OHID Local health 2020).
- 23.0% of households have income deprivation which is higher than Sandwell (21.5%) and England (12.9%) (Ministry of Housing and Local Government 2019)
- 27.2% are thought to have Income Deprivation Affecting Children (IDACI) which are higher than Sandwell (26.3%) and England (17.1%).
- 28.2% are thought to have Income Deprivation Affecting Older People (IDAOPI) which is higher than Sandwell (26.0%) and England (14.2%).
- The proportion of households living in housing which is owner-occupied at town level is similar (53.3%) to the Sandwell average at 53.7 % (Census data). Those socially renting are slightly higher than the Sandwell average at 31.1% vs 26.6%. This average is across most wards except Friar park which brings the Wednesbury average up, with a proportion of 37%. Also privately rented in Friar park is lower than Sandwell at 9.7% vs a Sandwell average of 18.6%, bringing the Wednesday average down to 14.6% - all other wards are similar to the Sandwell average.
- Similar to the Sandwell average, 8.3% of households in Wednesbury Town are thought to be overcrowded while 1.7% lack central heating (both Census data).
- 9% of households (1,457 households) comprise a lone parent with dependent children (Census data) and 12% of households (1,894 households) comprise a lone pensioner (Census data).
- Households with English as main language was above average for Sandwell at 86.6% vs 80.8%.
- 43.5% of residents aged 16+ are economically inactive (Census data), which is slightly higher than the Sandwell average of 41.7%, with 7.1% having a long-term illness or disability (Census data) which is higher than the Sandwell average of 5.8% - the wards Friar Park and Wednesbury North contributing to this higher level at 7.1% and 7.4% respectively.
- Wednesbury has joint highest residents (with Tipton) aged 16 and over with no formal qualifications (including no GCSEs) (Census data) at 32% compared to a Sandwell average of 29%; Friar Park and Wednesbury South being 33% and 32% respectively.
- For a small town of 41,000 people there are 18 gambling premises licences or permits in Wednesbury Town compared to 115 across Sandwell. This equates to 4.35 and 3.36 per 10,000 residents respectively) (Sandwell Trading Standards, 2021).



Health

- Life expectancy is lower for men and women (75.2, 80.3) than Sandwell (76.4, 80.9) and England 79.5, 83.2) (OHID, mid-year population estimates, 2016-2020).
- The most common cause of emergency hospital admission was COPD (196.4 Standardised Admission Ratio (SAR)) which is higher than Sandwell (157.3 SAR) and England (100) (2016-2020 OHID, from ONS data, annual mortality extracts).
- 76.8% of residents said their health was good or very good compared to Sandwell overall (79.1%). 10.1% of residents said their health conditions or illnesses limited their abilities to carry out day to day activities a lot compared to a Sandwell (8.7%). These are the highest in Sandwell. Friar Park and Wednesbury North are the joint highest wards at 10.4% and Wednesbury South at 9.9%.
- 10.2% of town residents provide unpaid care (3,964 individuals) compared to the Sandwell average of 9.3% - Friar Park being the borough's second highest ward at 10.5%, Wednesbury North 10.2% and Wednesbury South 10.1% (all Census data). Providing more than 50hrs care was also higher than average at 3.8% compared to 3.2% across Sandwell, with Friar Park at 4.2%.
- 49.0% of Year 6 children are estimated to be overweight or obese which is higher than Sandwell (45.2%) and England (35.8%) (NCMP 2019/2022). The number of emergency admissions for injuries in children under 5 years old is higher, Wednesbury town 143.1 per 10,000 residents, (Sandwell 133.4, England 119.3) (2016/17 – 2020/21 data HES, ONS).
- In 2017, Wednesbury had lower numbers of fast-food outlets (10.7 per 10,000 population) than Sandwell but higher than the England average (11.5 & 9.5 per 10,000) (source PHE 2017).
- There are proportionally more deliveries to teenage mothers in Wednesbury 1.97% (Sandwell 1.07% and England 0.7%) (2016/17 – 2020/21 OHID Fingertips). The proportion of babies born with low birth weight is higher in Wednesbury, at 9.9% (Sandwell 8.9%, England 6.8%) (2016 – 2020 data OHID Fingertips).
- Of all the towns, Wednesbury residents said that the greatest barrier to accessing healthcare was because they could not get a doctor's appointment (2022, Sandwell Resident Wellbeing and Perception Survey).

Environment

- The 2022 Sandwell Resident & Wellbeing survey revealed that 14.1% of residents in Wednesbury town have limited digital skills, which is lower when compared to Sandwell (18.7%). The survey also revealed that 9.4% of residents at town level don't have access to the internet which is slightly higher than the Sandwell figure (8.9%).
- Wednesbury residents reported the greatest satisfaction with the local area, almost 81% of respondents saying that they were very or fairly satisfied, only 69% (lowest of all towns) said that they agreed that their local area was a place where people from different ethnic backgrounds got on well together, and 29% (highest of all towns) disagreed that people in their local area pulled together to improve the local area (2022, Sandwell Resident Wellbeing and Perception Survey).
- Of all the towns, respondents from Wednesbury said that groups hanging around the streets was a problem in their local area when asked about antisocial behaviour (2022, Sandwell Resident Wellbeing and Perception Survey).

Social

- 21% of respondents from Wednesbury said that they 'often, always or some of the time' felt lonely (second only to Tipton). They were least likely to say that they had as much as they wanted, or adequate social contact (2022, Sandwell Resident Wellbeing and Perception Survey).